

**NYSDAM SURVEY OF GROWER CONCERNS WITH EXPORTS, NAFTA AND THE  
CANADIAN FARM AND FOOD TRADE**

I. What products does your firm export? (Circle all applicable)

- |                                      |                                |
|--------------------------------------|--------------------------------|
| 1 Meat, poultry and related products | 9 Oilseed and oilseed products |
| 2 Dried fruit and/or nuts            | 10 Snack foods, confections    |
| 3 Non-dairy frozen foods             | 11 Dairy products              |
| 4 Canned and dried foods             | 12 Non-alcoholic beverages     |
| 5 Grain, seeds                       | 13 Floriculture crops          |
| 6 Forest products                    | 14 Nursery and sod crops       |
| 7 Fresh fruit                        | 15 Other: _____                |
| 8 Fresh vegetables                   |                                |

II. How long has your firm been exporting? (Circle one)

- 1 No exports to date
- 2 No exports in last three years
- 3 Less than three years
- 4 Between 3 years and 10 years
- 5 More than 10 years

III. Which of the following can be used to describe your firm? (Circle all applicable)

- |                   |                          |
|-------------------|--------------------------|
| 1 Exporter        | 5 Export agent           |
| 2 Producer/grower | 6 Wholesaler             |
| 3 Retailer        | 7 Broker                 |
| 4 Packer          | 8 Manufacturer/processor |
|                   | 9 Other: _____           |

IV. Which of the following regions have been your **major** export sales market **over the past three years**?

- |   |                                    |
|---|------------------------------------|
| 1 Canada                                    | 6 Central and South America        |
| 2 Mexico                                    | 7 Eastern Europe, including Russia |
| 3 Africa                                    | 8 Western Europe                   |
| 4 Asia, including Australia and New Zealand | 9 Middle East                      |
| 5 The Caribbean                             | 10 Other: _____                    |

V. What percent of your firm's export products are sold:

- 1 Directly to foreign customers \_\_\_\_\_ %
- 2 Indirectly through foreign-based brokers  
or agents \_\_\_\_\_ %
- 3 Indirectly through US-based foreign  
trading companies \_\_\_\_\_ %
- 4 Other: \_\_\_\_\_ %

VI. To what extent do you rely on a freight forwarder or other agents to make your transportation arrangements? (Circle one)

- 1 All the time
- 2 Most of the time
- 3 Some of the time
- 4 Not at all
- 5 Not sure

VII. Over the past three years, if exporting, what has been the general trend in your firm's export sales? (Circle one)

- 1 Export sales have increased
- 2 Export sales have stayed about the same
- 3 Export sales have decreased
- 4 Not sure

VIII. What priority does your firm give to exporting? (Circle one)

- 1 Top priority
- 2 High
- 3 Medium
- 4 Low
- 5 Very low priority

IX. Over the next three years, does your firm plan to spend: (Circle one)

- 1 More effort and expense on exporting
- 2 About the same effort and expense on exporting
- 3 Less effort and expense on exporting
- 4 Not sure

X. Please rate the degree to which the following areas have been an obstacle to your export activities over the past three years (1=not an obstacle; 2=somewhat of an obstacle; 3=a major obstacle; 4=not sure)

	Rating
1 Obtaining information on transportation rates and services	<input type="text"/>
2 Obtaining competitive transportation rates	<input type="text"/>
3 Maintaining product quality in transit	<input type="text"/>
4 Completing required shipping documentation	<input type="text"/>
5 Obtaining information on import packaging and labeling requirements	<input type="text"/>
6 Finding potential customers	<input type="text"/>
7 Obtaining country-specific and commodity-specific market information	<input type="text"/>
8 Obtaining information on export assistance programs	<input type="text"/>
9 Obtaining information on foreign customer preferences	<input type="text"/>
10 Obtaining information on level of tariffs and nontariff trade barriers	<input type="text"/>
11 Understanding products safety and health restrictions	<input type="text"/>
12 Meeting prices of foreign competitors	<input type="text"/>
13 Obtaining assistance in overseas product promotion and advertising	<input type="text"/>
	<input type="text"/>

XI. What was the approximate total dollar value of your export sales during calendar 2002?

\$ \_\_\_\_\_

XII. In 2002, approximately what percent of your firm's total sales were to export markets?

\_\_\_\_\_ %

XIII. What were your firm's total gross sales in 2002?  
\$ \_\_\_\_\_

XIV. How many individuals are employed by your firm?

Full-time: \_\_\_\_\_

Part-time: \_\_\_\_\_

Seasonal: \_\_\_\_\_

XV. In the past three years have you, or another employee of this firm, traveled outside the US to contact buyers?

No: \_\_\_\_\_

Yes: \_\_\_\_\_

If yes above, do you feel that the visit(s) resulted in increased export sales?

No: \_\_\_\_\_

Yes: \_\_\_\_\_

XVI. We are interested in your views on the US-Canada trade and its impact on the New York farm and food economy. National data show that US farmers entered the 1990s with an overall trade surplus with Canada in the vicinity of \$1 billion. After the passage of NAFTA, that balance went negative and the trade deficit in farm and food products with Canada topped \$1 billion in the year 2000. Unfortunately, the USDA does not collect and publish data on trade flows between individual states and Canada.

In your opinion, are New York growers and producers on trend and realizing a widening net trade deficit with Canada at the present time?

Yes \_\_\_\_\_

No: \_\_\_\_\_

Comments? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What commodities are most adversely affected? (Circle all applicable)

1 Meat, poultry and related products

2 Dried fruit and/or nuts

3 Non-dairy frozen foods

4 Canned and dried foods

5 Grain, seeds

6 Forest products

7 Fresh fruit

8 Fresh vegetables

9 Oilseed and oilseed products

10 Snack foods, confections

11 Dairy products

12 Non-alcoholic beverages

13 Floriculture crops

14 Nursery and sod crops

15 Other: \_\_\_\_\_

Comments? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

XVII. A recent USDA study concluded that NAFTA generally has had only a negligible effect on US food and agriculture. Instead, they attribute recent trends in the US-Canada export trade to "other factors". Please give us your opinion on the impact of such other factors:

Rate the degree to which the following factors have affected this trade over the past three to five years (1=no effect; 2=some effect; 3=a major effect; 4=not sure)

	Rating
1 Fluctuations in currency exchange rates	<input type="text"/>
2 Shifts in consumer tastes and preferences	<input type="text"/>
3 Patterns of investment in production, transport and distribution systems	<input type="text"/>
4 Cost of production advantages (e.g., electric power, petroleum products, labor, taxes or fees, insurance)	<input type="text"/>
5 Favorable/less favorable regulatory frameworks for domestic farm and food producers	<input type="text"/>
6 US/Canadian differentials in farm subsidy/support payments	<input type="text"/>

Comments? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

XVIII. What steps, if any, can the Commissioner of the New York State Department of Agriculture and Markets, working with the Governor and the state legislature, take to improve the prospects of New York producers and growers in the Canadian farm and food trade?

Comments? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

XIX. What steps, if any, should the New York State grower/processor community take to improve their prospects in the Canadian farm and food trade?

Comments? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_